

IN THE CLAIMS

Please amend the claims as follows:

1 (Currently Amended). An image processing apparatus, comprising:
a determining unit that determines configured to determine image types characteristics of areas in an image data corresponding to an image, and to generate area data corresponding to each of the areas;

an image area separation unit that separates the image into areas corresponding to each of the image types and generates area data corresponding to each of the areas;

a memory which stores configured to store the image data and the area data in a correlated manner;

an image processing unit including a gamma correction unit, a color correction unit, and a gradation processing unit, wherein

said gamma correction unit is configured to effect a gamma correction on that subjects a specific image data stored in the memory to one or more of gamma correction, color conversion, and gradation processing based on processing conditions set for the area data correlated with the specific image data. [[;]]

said color correction unit is configured to convert the specific image data from CMYK image data to RGB image data based on a setting of parameters, the parameters being based on the area data correlated with the specific image, and

said image gradation processing unit is configured to effect a gradation processing on the specific image data based on the area data correlated with the specific image data;

[[a]] an image format conversion unit configured to convert that converts a file format of the RGB image data processed by the image processing unit into a general-purpose image file format; and

a transmission unit that sends configured to send the image data in the general-

purpose image file format to an external device.

2 (Currently Amended). The image processing apparatus according to claim 1, wherein the image types characteristics include one or more of character, photograph, color, and presence of halftone.

3 (Currently Amended). The image processing apparatus according to claim 2, wherein the image type characteristic is any one or more of the character and the photograph; and the processing condition is gamma correction.

4 (Canceled).

5 (Canceled).

6 (Currently Amended). The image processing apparatus according to claim 1, further comprising an image formation unit that forms configured to form an image on a recording medium based on the image data stored in the memory.

7 (Currently Amended). An image processing apparatus, comprising:
an acquiring unit that acquires configured to acquire an image data corresponding to an image;
a determining unit that determines configured to determine image types characteristics in the image data;
an image area separation unit that separates configured to separate the image into areas corresponding to each of the image types characteristics and generates area data

corresponding to each of the areas;

a memory which stores configured to store the image data and the area data in a correlated manner;

an image processing unit including a gamma correction unit, a color correction unit, and a gradation processing unit;

said gamma correction unit configured to effect a gamma correction on that subjects a specific image data stored in the memory to one or more of gamma correction, color conversion, and gradation processing based on processing conditions set for the area data correlated with the specific image data;

said color correction unit configured to convert the specific image data from CMYK image data to RGB image data based on the area data correlated with the specific image;

said image gradation processing unit configured to effect a gradation processing on the specific image data based on the area data correlated with the specific image data;

[[a]] an image conversion unit that converts configured to convert a file format of the image data processed by the image processing unit into a general-purpose format image file format; and

a transmission unit that sends configured to send the image data in the general-purpose image file format to an external display device.

8 (Currently Amended). The image processing apparatus according to claim 7, further comprising a filtering unit that subjects configured to subject the image data corresponding to the image types characteristics to filter processing.

9 (Currently Amended). The image processing apparatus according to claim 7, wherein the image data acquired by the acquiring unit includes Red, Green, and Blue color

components, the image area separation unit separates is configured to separate an image area corresponding to black characters from the image data, and the image processing unit adjusts is configured to adjust the Red, Green, and Blue color components forming the image data in the separated image area of the black characters so that the components have the same value.

10 (Currently Amended). The image processing apparatus according to claim 7, wherein the image type characteristic is a character, and the processing condition is gamma correction.

11 (Currently Amended). The image processing apparatus according to claim 7, wherein the image data acquired by the acquiring unit includes Red, Green, and Blue color components, the image area separation unit separates is configured to separate the image area corresponding to a white background from the image data, and the image processing unit adjusts is configured to adjust the Red, Green, and Blue color components forming the image data on the separated white background image area so that the components have the same value.

12 (Canceled).

13 (New). An image processing method, comprising:
determining image characteristics of areas in an image data corresponding to an image, and to generate area data corresponding to each of the areas;
storing the image data and the area data in a correlated manner;
effecting a gamma correction on specific image data stored in the memory based on processing conditions set for the area data correlated with the specific image data;

converting the specific image data from CMYK image data to RGB image data based on a setting of parameters, the parameters being based on the area data correlated with the specific image;

effecting a gradation processing on the specific image data based on the area data correlated with the specific image data;

converting a file format of the RGB image data processed by the image processing unit into a general-purpose image file format; and

sending the image data in the general-purpose image file format to an external device.